

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior listings of claims in the application.

LISTING OF CLAIMS:

1-42. (Canceled)

43. (NEW) A method for applying a reflection transfer to a substrate, comprising, in sequence:

- providing an adhesive-repellent base medium;
- applying a transfer adhesive on the adhesive-repellent base medium;
- imprinting a reflection ink layer comprising a colored ink and a plurality of reflection particles onto said transfer adhesive, wherein said reflection ink layer forms a motif that is imprinted with a correct side in a plan view;
- applying a transfer film on the reflection ink layer;
- removing said adhesive-repellent base medium to expose a layer of the transfer adhesive;
- applying said exposed layer of the transfer adhesive onto a substrate;
- adhering the transfer adhesive and reflection ink layer on said substrate by at least one of heat or pressure; and
- removing the transfer film from the reflection ink layer.

44. (NEW) A method according to Claim 43, wherein the adhesive-repellent base medium comprises a paper or plastic film coated with a silicone or wax.

45. (NEW) A method according to Claim 43, wherein the transfer adhesive comprises a heat-sensitive or pressure sensitive adhesive.

46. (NEW) A method according to Claim 43, wherein the transfer adhesive comprises a white adhesive agent.

47. (NEW) A method according to Claim 43, further comprising drying the reflection ink layer such that the plurality of reflection particles protrude above a surface of the reflection ink layer.

48. (NEW) A method according to Claim 43, comprising jointly applying a transfer adhesive/reflection ink mixture comprising a plurality of reflection particles on the adhesive-repellent base medium to form a motif comprising at least two parts.

49. (NEW) A method according to Claim 43, wherein the motif is a multi-colored motif comprising at least two parts not connected to each other.

50. (NEW) A method according to Claim 43, comprising applying the transfer adhesive to the adhesive-repellent base medium in a screen printing process.

51. (NEW) A method according to Claim 43, wherein the plurality of reflection particles are in the shape of needles having a longitudinal extension of from 10 to 110 μm .

52. (NEW) A method according to Claim 43, wherein the transfer adhesive is imprinted in a layer having a thickness from 100 to 300 μm .

53. (NEW) A method according to Claim 43, further comprising drying the transfer adhesive before imprinting the reflection ink layer.

54. (NEW) A method according to Claim 43, wherein the transfer film comprises paper provided with an adhesive.

55. (NEW) A method according to Claim 43, further comprising:
imprinting a non-reflective intermediate ink layer on the transfer adhesive; and

imprinting the reflection ink layer onto the non-reflective intermediate ink layer.

56. (NEW) A method according to Claim 55, wherein the intermediate ink layer comprises white ink.

57. (NEW) A method according to Claim 56, wherein the transfer adhesive is transparent or translucent.

58. (NEW) A method according to Claim 55, wherein the intermediate ink layer forms a motif.

59. (NEW) A method for applying a reflection transfer to a substrate, comprising, in sequence:

- imprinting a colored transfer adhesive comprising a plurality of reflection particles on an adhesive-repellent base medium to form a transfer comprising a motif that is imprinted with a correct side in a plan view;

- drying the transfer;

- applying a transfer film on the dried transfer;

- removing said adhesive-repellent base medium to expose a layer of the transfer adhesive;

- applying said exposed layer of the transfer adhesive onto a substrate;

- adhering the colored transfer adhesive on said substrate; and

- removing the transfer film.

60. (NEW) A method for applying a reflection transfer to a substrate, consisting of, in sequence:

- providing an adhesive-repellent base medium;

- applying a transfer adhesive on the adhesive-repellent base medium;

imprinting a reflection ink layer comprising a colored ink and a plurality of reflection particles onto said transfer adhesive, wherein said reflection ink layer forms a motif that is imprinted with a correct side in a plan view;

drying the reflection ink layer such that the plurality of reflection particles protrude above a surface of the reflection ink layer;

imprinting a transfer film on the reflection ink layer;

removing said adhesive-repellent base medium to expose a layer of the transfer adhesive;

applying said exposed layer of the transfer adhesive onto a substrate;

adhering the transfer adhesive and reflection ink layer on said substrate by at least one of heat or pressure; and

removing the transfer film from the reflection ink layer.

61. (NEW) A method for applying a reflection transfer to a substrate, comprising, in sequence:

providing an adhesive-repellent base medium;

applying a transfer adhesive on the adhesive-repellent base medium;

imprinting a reflection ink layer comprising a colored ink and a plurality of reflection particles onto said transfer adhesive, wherein said reflection ink layer forms a motif that is imprinted with a correct side in a plan view;

removing said adhesive-repellent base medium to expose a layer of the transfer adhesive;

applying said exposed layer of the transfer adhesive onto a substrate; and

adhering the transfer adhesive and reflection ink layer on said substrate by at least one of heat or pressure.